

CARELESS PEDESTRIANS CAUSE STREET MISHAPS

Flanders Says Regulation of Traffic Must Include Persons on Foot.

EUROPEAN LAWS ARE GOOD

Famous Auto Builder Believes New York Handles Situation Better than Any Other City in Country.

"We will never be able to reduce the number of street accidents from automobiles, trolley cars and other vehicles until we make and enforce proper traffic regulations in cities," says Walter E. Flanders, president of the Maxwell Motor Company, of Detroit.

"We have traffic regulations most of which tend to impede traffic and to multiply the congestion at busy points. The idea in the minds of our police commissioners seems to be that any regulation that impedes progress and aggravates the automobile driver must be a good one."

"I am not referring to Detroit. We have better traffic regulations here than in any other city I know, with the possible exception of New York. Even there they send vehicular traffic by roundabout ways at Herald Square, Times Square and other points, thus creating congestion at four or five places instead of the original one. But they do adopt the plan of hurrying traffic past such points instead of slowing it up, as is the custom in most cities. 'Faster! Faster!' signals the metropolitan traffic 'cop'—and he passes four times as many rigs by his post as our Detroit officers take care of in the same space."

"But I did not mean to refer to traffic regulations of vehicles. We have plenty of them, such as they are. That is not the solution. Automobiles are increasing and will continue to increase. Traffic will increase, and street crossings become more and more dangerous. The average business man covers three times the ground in a day that he used to in pre-motor days. So there is three times the traffic in our streets, despite the fact that the rapid moving motor vehicles would naturally have decreased the congestion were there only one automobile to replace each horse-drawn vehicle of former days."

"The remedy is in proper traffic regulations for pedestrians—rigidly enforced. That they have such regulations and do enforce them rigidly is the reason why there is a smaller percentage of accidents in European cities."

"Of course, we Americans think it very funny that in Paris and Berlin, for example, the pedestrian who gets run over or knocked down by a vehicle is arrested instead of the driver of the vehicle. It isn't so ridiculous after all. In the first place, the driver is arrested as often as the pedestrian, if the driver has been at fault. But mostly it is the pedestrian's fault. He has been violating a well-defined traffic ordinance, in the enforcement of which he must play his part and contribute his share of intelligence."

"In this country we say the pedestrian has the right of way. And in principle that theory is right. Some eminent thinkers protest that a man has the right to commit suicide if he wants to, but our laws make the attempt a misdemeanor. The same rule applies—or should apply—to traffic regulations. We should protect the careless, thoughtless pedestrian against himself by making it a misdemeanor to violate the traffic regulations just as it now is for the driver of a truck or an automobile to do so."

"People cross the street at all points in the block and at all angles. The traffic officer stops streetcars and automobiles to let them cross, and when he signals the vehicles to proceed you will see men, women and children rushing across in front of motor vehicles. The pedestrian insists on his right to commit suicide and dares the motorist to thwart him."

JAMES M. GUNN RESIGNS

Gives Up General Managership of Studebaker Company.

In order to meet the demands made upon his time and services by other clients, James M. Gunn, general manager of the Studebaker Corporation, of South Bend, Ind., and Detroit, has tendered his resignation to the executive committee of that corporation, the resignation taking effect on July 15.

Mr. Gunn remains upon the board of directors of Studebaker, and his laying down the position of general manager will cause no change to be made in the administrative policy of the corporation.

The vacancy created by Mr. Gunn's resignation will not be filled, as the general managership was created for Mr. Gunn and the purposes for which the position was created have been fulfilled. Clarence Booth, of Detroit, who has been assistant general manager under Mr. Gunn's administration, has been appointed general manager of the automobile division.

NEW ROUTES IN MAKING

Indianapolis to Coast and All-Southern Maps Out Soon.

One of the cars on the Indiana-Pacific tour, from Indianapolis to San Francisco and Los Angeles, is the Pathfinder "40," which crossed the continent three times last year, laying out long distance routes for the American Automobile Association and also gathering data for the Office of Public Roads, Washington. Owing to the rapid improvements in process at various points along the line, W. O. Westgard, field representative of the American Automobile Association, is taking new notes from Indianapolis to St. Louis, Kansas City, Topeka, Colorado Springs, Denver, Salt Lake City, Reno, Carson City, Sacramento and San Francisco.

During the coming fall and winter these routes will be put into the form of "strip maps," like the "Train to Sunset" and the "Northwest Trail," and published early next year for the benefit of the increasing number of motorists who are making the "cross-country" trip to the Pacific Coast. After completing the Indiana-Pacific tour Mr. Westgard and the Pathfinder "40" will return to New York by way of San Diego, Phoenix, El Paso, Fort Worth, Dallas, Memphis, Nashville, Bristol, Washington, Baltimore and Philadelphia. The latter will be the first all-Southern

transcontinental route, and can be travelled when parts of all the other lines are interfered with by cold weather. It is expected that when the all-Southern route is mapped and available for general use transcontinental tours will be made over it throughout the year, especially as it will provide a fairly good winter route between California and the Gulf of Mexico and through the Florida east coast.

OPENS SERVICE STATION

R. J. Firestone Inspects His Company's New Plants.

R. J. Firestone, general sales manager of the Firestone Tire and Rubber Company, of Akron, Ohio, arrived in this city early on Friday for a few days.

The main object of Mr. Firestone's visit is to inspect the new truck service building, at 33d street and West End avenue. This building is six stories high and will be devoted exclusively to the quick repair or replacement of wheels or tires. The equipment is complete in both wood and steel working machinery.

When seen yesterday, Mr. Firestone said: "It's the biggest and most complete motor truck service building in the country, and it will keep every truck equipped with Firestone tires on the road every minute."

Auto Drivers Gather in Texas for Beach Racing

Fourteen Events Make Up Card—Disbrow and Mulford Among Those Entered.

The three-day automobile meet at Galveston, Tex., will begin tomorrow. During the last week the drivers have been practising on the beach course, which is fifteen miles in length, and some fast times were made.

In all, fourteen events are listed on the programme, and cash prizes aggregating \$500 are offered to winning pilots.

The races range in length from one mile flying start events to the free-for-all Cotton Carnival Sweepstakes. Five events will be run on the first and second days of the meet and four on the final day.

The feature event is the Carnival Sweepstakes, which is a four and a half hour race, in which the contestants run an hour and a half each day. The drivers will receive credit for the laps covered within the running time.

When the watch stops on the daily

hour and a half time limit the time consumed by each car is to be recorded. On the next day each car is to be handicapped exactly this time at the start.

Among the drivers who are entered are Louis Disbrow, Ralph Mulford, Armour Ferguson, Bill Endicott, Joe Nikrent, Joe Horan and Jack Lecain.

Disbrow will pilot his speedy Simplex "Zip" and "Jay-Eye-See"; Ferguson will drive a monster racing car, which was entered in the recent 500-mile race; Mulford will drive a Mason entry; Moran will pilot a Vanderbilt Cup Lozier, while Lecain will be seen at the wheel of a Stutz machine. Endicott and Nikrent will drive machines of the Sloan racing camp.

Captain J. W. Munn, director of the meet, has obtained the services of Fred J. Wagner as starter.

A grandstand seating 10,000 persons is now finished. From elevated seats in the stand spectators can get a full view of the races.

This arrangement is new for beach races, which seldom prove spectacular because of courses being too long, permitting the cars to be seen only at the

passing point. At low tide the Galveston beach provides 250 feet of driveway, with an additional 100 feet or more which is taken up with the grandstand and parking spaces.

LONG TOUR IN CITY LIMITS

National Car Covers 10,000 Miles in and Around New York.

A five passenger National car has just completed a remarkable tour of more than ten thousand miles for the purpose of testing tires. While the test, observed and recorded by the testing laboratory officials of the Automobile Club of America, was primarily for tires, it is also an unusual demonstration for the National car.

During the tour 95 hours were spent in actual running during the 35 touring days. The total mileage was 10,007 miles, with an average speed of 29.2 miles per hour. The maximum speed attained was sixty miles an hour. There was no effort made for speed, but rather a consistent, steady grind. There was an average of 16.4 miles per day, over different roads and various routes within a radius of fifty miles of New York City. One-fourth of the total mileage was made over city streets; one-eighth over soft roads of bad condition, and 2 per cent of the total mileage was up steep grades. No shock absorbers were used.

Day of Free Rides Over in Selling the Motor Car

Automobiles Now Being Bought Just Like Shoes or Hats, Says One Dealer.

As an indication of the extent to which the automobile has advanced as a staple product, the Willys-Overland Company, of Toledo, points to the remarkable manner in which demands for demonstrations of the car have fallen off.

This state of affairs can only be taken to mean, say the officials of the company, that the automobile is bought today just as is a pair of shoes or a hat. No one would think of asking for a demonstration of a new headgear or of a pair of shoes, and within a short time, it is predicted, the demonstration of an automobile will be an institution only of memory.

"Our dealers and distributors tell us that the Overland is rarely demonstrated nowadays," says G. W. Bennett, vice-president of the Toledo company. "Where formerly the salesman was

forced to waste from one day to two weeks in showing the prospective purchaser what the car would do under various conditions, all he has to do now is to show the machine on the floor."

"Not one prospect in ten days now asks for a demonstration ride. This not only saves the extra time which the salesman formerly devoted to the bona fide purchaser, but eliminates the so-called 'joy-rider,' the individual who was given frequent demonstrations when he had no intention of buying any car."

INDORSES BLUE BOOK.

The suit for infringement of the copyright laws brought by the Automobile Blue Book Publishing Company against the Automobile Club of America for the infringement of the copyright in the publication of the four book issued by the club, has been settled out of court.

In the settlement the club makes a substantial cash payment to the Blue Book company and withdraws its contemplated road book from publication for this year.

AUTOMOBILES.

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Cadillac leadership in scientific motor car development is once more strikingly demonstrated

A new quality of luxury

Each year you have looked to the Cadillac for the real and substantial progress in motor car development.

You have looked to the Cadillac for the great essentials in the practical motor car.

And you have not looked in vain.

Now conceive, if you can, a Cadillac with its essential functions sharpened, accentuated and refined.

Conceive such a process of refinement culminating in an entirely new riding quality of unexampled ease.

That is precisely what has come to pass in this new car.

The principal contributing factor—the two-speed direct drive axle—is described in detail elsewhere.

The Cadillac Delco electrical system of automatic cranking, lighting and ignition, the first practical system ever made and first introduced by us, has, after experience with it on 27,000 Cadillacs, been still further developed,

A New Element of Efficiency

A new source of economy

improved and simplified and the slight attention required from the user materially reduced.

The carburetor has been improved, its efficiency and its well-known economy increased. It is hot water jacketed and electrically heated to facilitate starting in cold weather.

The rear springs are six inches longer.

The body designs are new and strikingly handsome.

Front seat passengers may enter or leave the car at either side.

These and many other refinements of essential details make for a greater and a better Cadillac and serve to more firmly establish its position as America's leading motor car.

The Cadillac Company has never disappointed you in the smallest particular or in a single promise.

We promise you again, in this new car, a positive revelation in motor car luxury.

Cadillac two-speed direct drive axle

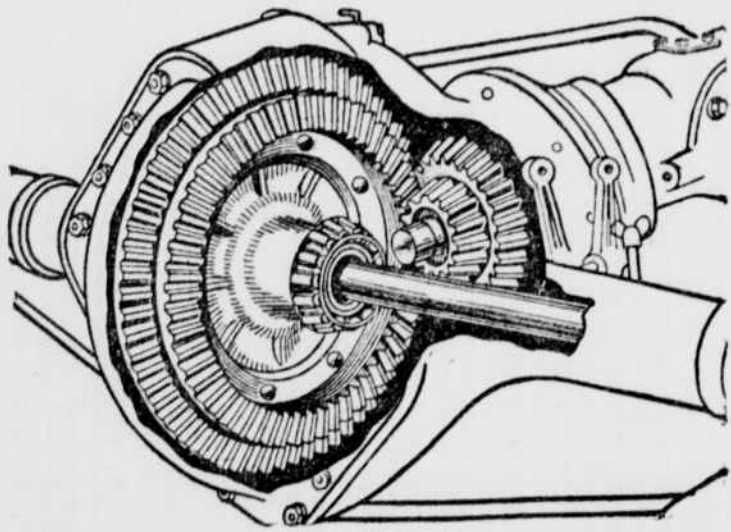
In this new axle the Cadillac Company once more gives evidence of its leadership in motor car development and motor car progress.

The advantages of this axle do not lie in its being particularly an improvement so far as its functions as an axle are concerned, but rather in the manifold advantages attained in other directions through the medium of the axle.

In place of the single bevel pinion and single bevel driving gear common to ordinary construction, there are two bevel pinions and two bevel driving gears. This affords two different gear ratios, each driving direct from the engine to the axle without intermediate gearing.

The usual single direct gear ratios range from about 3.5 to 1 down to 4 to 1 according to the car. Any single gear ratio is necessarily what it is because a single gear ratio must be, or should be, the particular one which is best adapted for all around general use.

No one single gear ratio can possibly be just right for all speeds and for all conditions. But by using two direct gear ratios we have exactly doubled the means for promoting the economical and efficient application of power developed by the engine to the driving of the car.



In the new Cadillac axle we have, as before stated, two direct drive gear ratios. The low direct drive gear, which is 3.66 to 1, is especially adapted for city driving, where starting, stopping and slowing down are frequent and where cautious operation is necessary.

The high direct drive gear ratio, which is 2.5 to 1, is of special advantage where speeds of about 16 miles or more per hour are permissible and desirable.

The change from one gear ratio to the other is made by means of a simple, convenient electric switch.

The advantages of the high direct drive gear ratio lie primarily in the fact that with it, any given speed of the engine produces an increase of about 42 per cent in the speed of the car. For example: at an engine speed of 700 revolutions per minute, with the low direct gear engaged, the car will travel approximately 21 miles per hour; while on the high direct gear it will travel approximately 30 miles per hour with no increase in engine speed.

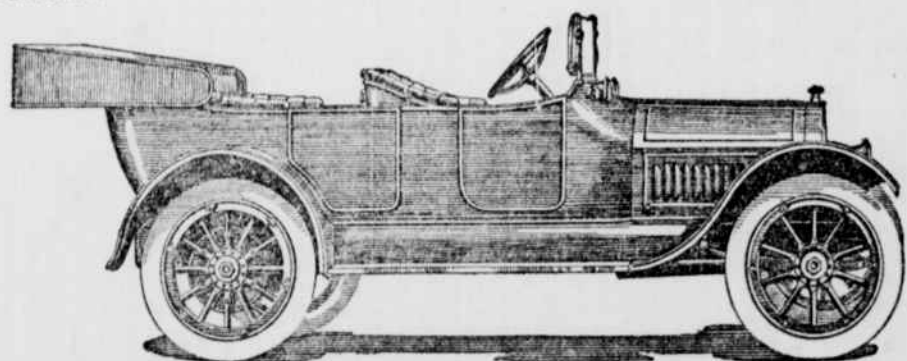
This great increase in car speed in its relation to engine speed accomplishes a number of desirable things. Among these is a decrease in gasoline consumption for a given mileage. This is due to the fact that with the engine turning over slowly—comparatively speaking—a given quantity of gas is utilized to greater advantage and generates more actual power than with the engine turning over more rapidly. Friction also is materially reduced by reason of the parts operating more slowly and this, too, is a factor in reducing gasoline consumption when driving on the high gear.

Another great advantage is that with this direct drive high gear ratio, there is obtained an extraordinarily luxurious smoothness in running, together with a marked quietness and a comparative freedom from the vibration which, to a greater or less extent, is ever present when traveling at high speed with a low gear ratio.

In attaining these much desired qualities, instead of adding complications to the power plant which make for greater fuel consumption and for greater upkeep expense, they have been attained by methods which are strikingly the reverse, viz., by methods which lessen the fuel consumption, methods which decrease friction with its resulting wear and methods which make for longer life, together with an appreciable decrease in the cost of operation and maintenance.

Specifications in brief

ENGINE—Four-cylinder, 4½ inch bore by 5¾ inch stroke; silent chain-driven cam shaft, pump shaft and generator shaft; enclosed valve mechanism. Five-bearing crankshaft. HORSE-POWER—40-50. COOLING—Water, copper jacketed cylinders. Centrifugal pump; radiator, tubular and plate type. IGNITION—Delco dual system. CRANKING DEVICE—Delco electrical, patented. LUBRICATION—Cadillac automatic splash system, oil uniformly distributed. CARBURETOR—Special Cadillac design of maximum efficiency, hot water jacketed and electrically heated, air controlled from driver's seat. CLUTCH—Cone type, large leather faced with special spring ring in fly wheel. TRANSMISSION—Sliding gear, selective type, three speeds forward and reverse. Chrome nickel steel gears running on five Annular ball bearings. CONTROL—Hand gear change lever and hand brake lever at driver's right, inside the car. Service brake, foot lever. Clutch, foot lever. Rear axle gear control, electric switch. Throttle accelerator, foot lever. Spark and throttle levers at steering wheel. Carburetor air control, hand lever on steering column. DRIVE—Shaft, to two sets of bevel gears of special cut teeth. AXLES—Rear, full floating type; special alloy steel live axle shafts; two-speed direct drive (see detailed description). Front axle, drop forged I beam section with drop forged yokes, spring perches, tie rod ends and roller bearing steering spindles. Front wheels fitted with Timken bearings. BRAKES—One internal and one external direct on wheels, 17 inch by 2½ drums; exceptionally easy in operation. Both equipped with equalizers. STEERING GEAR—Cadillac patented worm and worm gear sector type, adjustable. 18 inch steering wheel with walnut rim, aluminum spider. WHEEL BASE—120 inches. TIRES—36 inch by 4½ inch; Q. D. demountable rim. SPRINGS—Front, semi-elliptical. Rear three-quarter platform. FINISH—Calumet Green with gold stripe. STANDARD EQUIPMENT—Cadillac top, windshield, full lamp equipment, gas-soline gauge, electric horn, power tire pump, foot rail and coccia mat in tonneau of open cars, robe rail, tire holders, set of tools, tire repair kit, Warner Autometer.



Five passenger Touring Car \$1975

Other Models

Seven passenger car	\$2075	Landulet Coupe, three passenger	\$2500
Phaeton, four passenger	1975	Inside drive Limousine, five passenger	2800
Roadster, two passenger	1975	Standard Limousine, seven passenger	3250

All prices are F. O. B. Detroit and include standard equipment

CADILLAC MOTOR CAR CO., DETROIT, MICH.